March 26, 2019

The Honourable Terry M. Mercer, CFRE
Northend Halifax (Nova Scotia)
Deputy Leader & Chair of the Senate Liberals
Chair of the Charitable (Special) Committee
Room 371, East Block
The Senate of Canada
Ottawa, ON K1A 0A4

Dear Senator Mercer:

Thank you for inviting the Association of Fundraising Professionals (AFP) Greater Toronto Chapter to appear as a witness before the Special Senate Committee on the Charitable Sector. It was an honour for me to provide testimony on the fundraising profession and the importance of trust in our work.

This committee’s work to examine the impact of federal, provincial and territorial laws and policies governing charities and their effect on the charitable sector in Canada is very timely. As you have heard from several witnesses, as much as $4 billion annually will leave the sector if donations from younger generations do not increase substantively. This underscores the important link between effective, ethical asking and generous giving.

Encouraging more Canadians to engage and donate, and educating them about the importance of giving, is an important role for our government to play. Equally important is the government’s commitment to helping to increase trust in professional fundraising. As Canadians come to see fundraising as ethical and trustworthy, they will be more likely to respond favourably when they are asked to support worthy causes.

Thank you for considering our recommendations, including: appropriate representation of fundraising in sector initiatives; allocating $1 million annually for the collection of comprehensive data; and establishing a home in government for our sector.